- Showtime and Movie Channel partner up
- Study highlights overseas investment opportunities
- Anti-copyright spot on WTBS draws MPAA fire
- Campaign to hook up Madison Avenue

CableVision

The news and features weekly of the cable television industry | January 24, 1983 | $3.00

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CONGRESSIONAL INFO SERVICE
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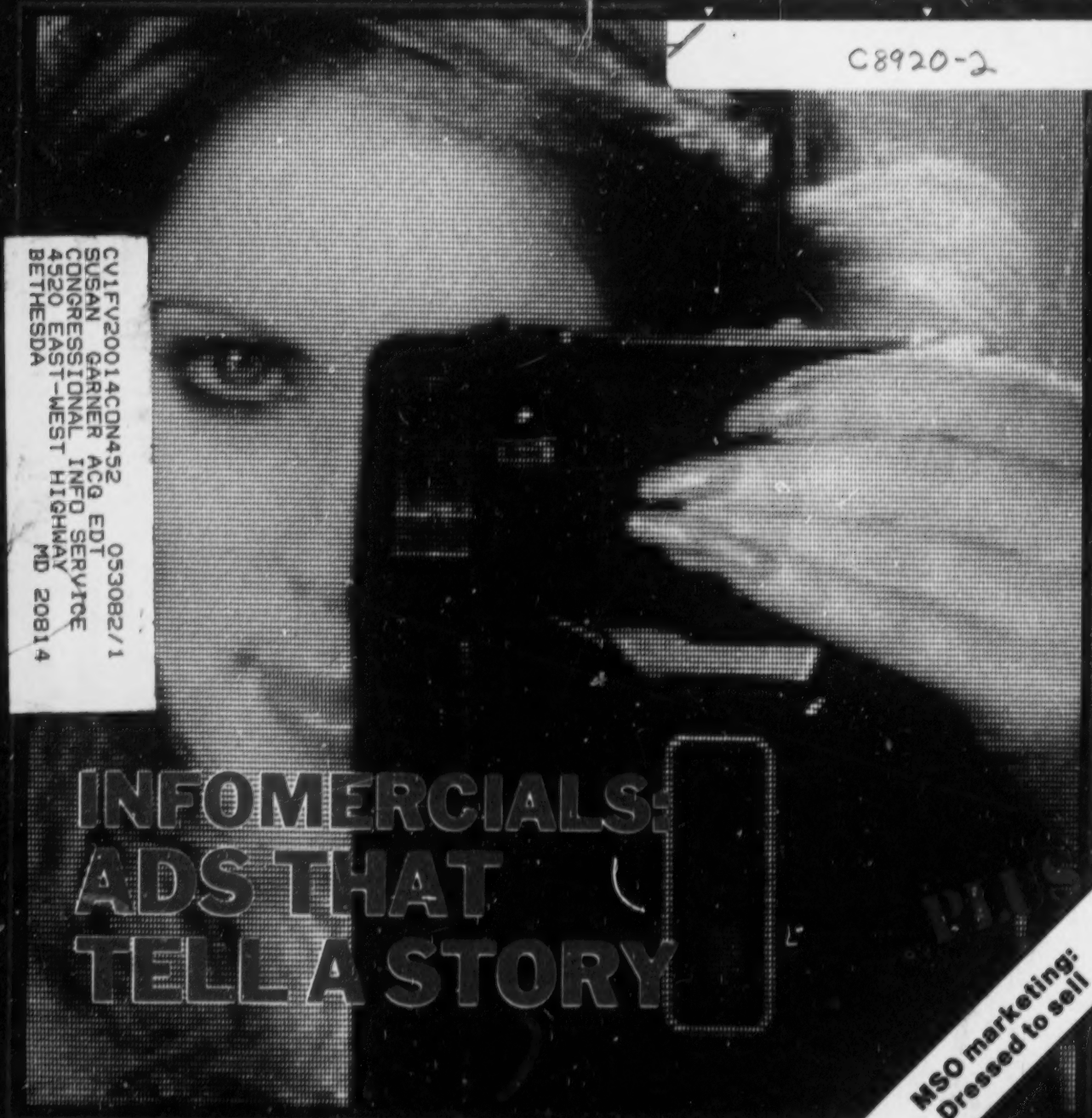

INFOMERCIALS: ADS THAT TELL A STORY

MSO marketing: Dressed to sell

CableVision January 24, 1983. Volume 8, Number 20

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Member of the Audit Bureau of Circulations.

Reynolds Wrap infomercial

Showtime, Movie Channel partner up

Three leading movie studios—Paramount, Universal and Warner Bros.—agree in principle to join with Viacom and American Express in owning Showtime and The Movie Channel, the second- and third-ranked pay services. Terms of the agreement put Amex's interest at about 10 percent; the others will hold about 23 percent interest each. Management at each 24-hour-a-day service will remain separate. **Leading the week, pages 15-19.**

Showtime scrambling

The service will introduce a highly secure digitally encoded signal in mid-1984 to curb growing theft of its signal by homeowners and apartment landlords and tenants. Showtime will "employ new technology not yet in use anywhere," spokesmen say. Also, Showtime will introduce six new services, to be announced. **Leading the week, pages 15-19.**

Scouting overseas

Cable penetration in Western Europe could grow from 7 to 25 percent, or 30 million homes, by 1990, according to a six-month, $500,000 study conducted by a London-based firm. **Leading the week, pages 15-19.**

HBO film shorts cut

Home Box Office, will no longer buy intermission films more than 10 minutes in length. Independent filmmakers are disappointed, but still praise HBO's Intermission Department for its support. **Page 23.**

TMC preview goes national

Potential subscriber base is now large enough to support a break from local free previews, executives say. Films to be previewed Jan. 21-23 are *Superman II, Urban Cowboy, Eyewitness* and *Rollover*. **Page 55.**

Chicago negotiations begin

City Council followed the recommendations of its consultant, Finance Committee and a number of other organizations and analysts and awarded first negotiating rights to Group W, Cablevision, Chicago Cable and Continental. Negotiations began immediately so that contracts may be signed in 60 days. **Page 57.**

Cable on Madison Ave.

Manhattan Cable, in an attempt to build cable advertising sales, intends to wire Madison Avenue in the next 12 months. But the $500,000 project requires support among the 78 top-100 ad firms on the avenue to succeed. However, some ad agencies say there is neither the time nor the need for cable viewing in their offices. **Page 57.**

Editorial enrages MPAA

NCTA President Tom Wheeler's videotaped address to WTBS viewers criticizing CRT copyright royalty rates may have violated FCC rules prohibiting use of broadcast facilities for private gain, the MPAA contends. **Page 68.**

About the cover

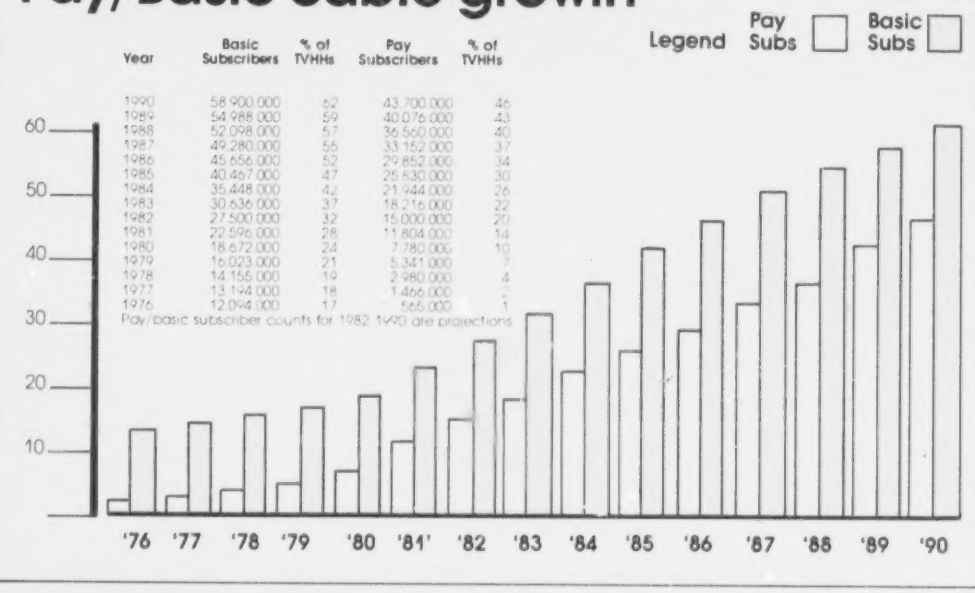
An actress demonstrates use of a camera on a Kodak infomercial, photographed from Daniels & Associates equipment by Rob Stuchrk.

This week in PLUS

They're called infomercials, adfomercials, announcements, long-form messages. No one seems able to agree on the name, but everyone agrees that these longer, information-oriented commercials could turn into big business for cable—that is, once a few hurdles can be overcome. The CableShop, Adams-Russells' Peabody, Mass., experiment, has proved more successful than expected for both the service and the advertisers. But at the same time, Hearst/ABC is having less luck with the long-forms, and what will become of UTV's experiment still remains to be seen. The real question boils down to whether advertisers accustomed to short, snappy jingles and hard-sell tactics will be able to get comfortable with the new format . . . It's all in the image, MSOs and systems find as they turn their focus to the local level. Marketing campaigns now go beyond Toys For Tots. Mailings to subscribers and advertising in print and on radio—with the system or MSO prominently mentioned—are becoming more common. Local programming geared to each area helps subscribers see the company as more than a big, nameless conglomerate. The days of the invisible MSO may truly be numbered. **Pages 31-54.**

Cable stats

Pay/Basic cable growth



Year	Basic Subscribers	% of TVHHs	Pay Subscribers	% of TVHHs
1990	58,900,000	62	43,700,000	46
1989	54,988,000	59	40,076,000	43
1988	52,098,000	57	36,560,000	40
1987	49,280,000	55	33,152,000	37
1986	45,656,000	52	29,852,000	34
1985	40,467,000	47	25,830,000	30
1984	35,448,000	42	21,944,000	26
1983	30,636,000	37	18,216,000	22
1982	27,500,000	32	15,000,000	20
1981	22,596,000	28	11,804,000	14
1980	18,672,000	24	7,780,000	10
1979	16,023,000	21	5,341,000	7
1978	14,155,000	19	2,980,000	4
1977	13,194,000	18	1,466,000	2
1976	12,094,000	17	565,000	1

Pay/basic subscriber counts for 1982-1990 are projections

Cable barometer

Television households (TVHH) 82,100,000
Homes passed by cable (HP) . 45,310,421
Percent of TVHH passed by cable 55.2%
Basic cable subscribers .. 26,991,845
Percent of TVHH with basic cable 32.9%
Percent of HP with basic cable 59.6%
Pay cable units 14,550,000
Percent of TVHH with pay cable 17.7%
Percent of HP with pay cable 32.1%
Percent of basic subs with pay cable .. 53.9%

Figures are as of October 1982

Programming producers

The following companies produce programming for cable and commercial broadcast television, or exclusively for cable. When available, the titles of recent productions and examples of programs under development have been included.

Marvel Productions
387 Park Ave.
New York, N.Y. 10016
(212) 696-0808
Personnel: Nancy Golden, cable contact.
Description: Producer of programming for cable television.

Maverick Pictures International Inc.
6253 Hollywood Blvd.
#315
Hollywood, Calif. 90028
(213) 468-9887
Personnel: John Carr, president; Evelyn Augustus, admin. assistant; Jet Lichirst, creative coordinator; Alan Mandell, client services.
Description: Motion picture features for cable/cast and video.

Merv Griffin Productions
1541 N. Vine Street
Hollywood, Calif. 90028
(213) 461-4701
Personnel: Merv Griffin, owner; Murray Schwartz, president; Bob Murphy, executive vice president; Ross Eastly, executive vice president; Jeff Ross, vice president of sales.
Description: Produces The Merv Griffin Show for syndication; Wheel of Fortune and Dance Fever for all broadcast television. Also plans productions for cable television.

Metro-Goldwyn-Mayer Film Co.
10202 W. Washington Blvd.
Culver City, Calif. 90230
(213) 558-5000
Description: Motion pictures and other filmed entertainment for exhibition on cable television systems.

Metromedia Producers Corp.
5746 Sunset Blvd.
Metromedia Square
Hollywood, Calif. 90028
(213) 462-7111
Personnel: Jim Phillis, director cable marketing.
Description: Producers of programming for cable and broadcast television.

Michael Townsend Enterprises
P.O. Box 486
Park Forest, Ill. 60466
(312) 481-1566
Personnel: Michael Townsend, president.
Description: Produces program entitled Spotlight on Human Services and distributes it to cable systems.

Moonlight Production
2029 Century Park E.
Los Angeles, Calif. 90067
(213) 552-9455
Personnel: Frank Von Zerneck, president; Robert Greenwald, vice president.
Description: Producer of programming for cable television.

Multi Cultural Children's Television
1855 Folsom St.
San Francisco, Calif. 94103
(800) 227-3995
Personnel: Donna Lloyd-Kolkin, project director; Fergi Howell Banks, director; Stanley Chow, director; Debra Lieberman, marketing specialist; Lionel Dickey, promo representative; Reggie Helms, promo representative; Ruby Hondras Hewitt, promo representative; Leslie Lombre, promo representative.
Description: 28 entertainment series for children, teens and families are available to broadcasters and cablecasters for only $25.00 per half-hour episode. The series comprise 800 half-hours of programming including drama, comedy, animation, docu-dramas and magazine shows. Top stars appear including Stevie Wonder, Bette Midler, Maria Tallichief, Rita Moreno, Reggie Jackson, Esther Rolle, Make, Ricardo Montalban, Al Jarreau and many more.

Multilingual Television (Toronto) Ltd.
546 Lakeshore Blvd. West
Channel 47
Toronto, Ont. M5V 1A3
(416) 593-4347
Personnel: Dan Iannuzzi, president.
Description: Produces various multilanguage programs between 1/2 and 1 hour weekly.

Murdock Productions Inc.
400 Oak St. (Vernon Manor Hotel
#63
Cincinnati, Ohio 45219
(513) 871-4667
Personnel: Charles Murdock, president.
Description: Produces programming for cable and broadcast television.

NBC Enterprises
30 Rockefeller Plaza
#4120
New York, N.Y. 10020
(212) 664-6220
Personnel: Jay Gaffriker, Director, prog/devel/prod.; Wes Eliot, director sales.
Description: Independent program producer.

NVT Productions
200 Park Ave.
New York, N.Y. 10017
(212) 972-1070
Personnel: Edward Harbert, president.
Description: Independent program producer.

New Earth Television Worksystem Ltd.
P.O. Box 1281
Santa Cruz, Calif. 95061
(213) 569-8934
Personnel: Taylor Starcliff, president.
Description: Programming service of how-to-do-it, documentary, feature news content directed toward quality of life-minded individuals. Particular emphasis is given to innovations such as renewable energy, nutritional health care, personal computers, home video, new shelter, organic agriculture, space industrialization, positive psychology, human development, environmental quality, new transportation, water management and other practical matters. Satellite distribution for recording and playback at time on your system of cassette- distribution if you prefer, advertising-supported. Local availabilities in each segment substantial; cross promotion program to ensure audience; details available upon request.

The Newmarket Organization Inc.
111 Eighth Ave. #1517
New York, N.Y. 10011
(212) 691-6285
Personnel: Joel Berger, president.
Description: Programming supplier, marketing consultant.

Nicholson Muir Productions
1890 Palmer Ave.
Larchmont, N.Y. 10538
(914) 834-3005
Personnel: Roger Muir, president.
Description: Independent program producer.

Nova Communications
1717 17th St. N.W.
Washington, D.C. 20007
(202) 298-9107
Personnel: Melanie Donahoe, president.
Description: Program producer for cable television.

Official Films Inc.
6 E. 45th St.
New York, N.Y. 10017
(212) 687-8470
Description: Specializing in syndicated half-hour programming.

One Pass Inc.
One China Basin Bldg.
San Francisco, Calif. 94107
(415) 777-5777
Personnel: Steve Michaelson, president; Taylor Phelps, vice president; Jim Spalding, vice president; Tom Werner, vice president; Don Mack, sales manager.
Description: Program distribution and production; distribution of features, film and video production and post-production for commercial, corporate and independent producers; film-to-tape transfers.

Opryland Productions
2802 Opryland Dr.
Nashville, Tenn. 37214
(615) 889-6600
Personnel: David Hall, general manager of Opryland.
Description: Producer specializing in cable television programming.

Phoenix/BFA Films and Video
468 Park Ave. S.
New York, N.Y. 10016
(212) 684-5910
Personnel: Heinz Gelles, president; Barbara Bryant, vice president; Sandy Mandelberger, director TV sales; Robert Dunlap, national sales director.
Description: Distributors of independent film and video productions of all lengths, genres and subject areas available for domestic or foreign television leasing.

Pierre Cossette Productions Inc.
8899 Beverly Blvd.
Los Angeles, Calif. 90048
(213) 278-3366
Personnel: Richard Melcombe, cable contact; Phillip Browning, executive of development; Dee Brantlinger, executive of development.
Description: Producer of the The Glen Campbell Music Show for broadcast media. Other programs for cable and broadcast in planning.

Post-Newsweek Video
487/444 Madison Ave.
New York, N.Y. 10022
(212) 308-1170
Personnel: Alan Ferris, president; Madelyn Goldeberg, executive vice president; Bernie Shusman, vice president/executive producer; Al Goldstein, senior producer.
Description: Independent program producer.

Power/Rector Productions
500 Eighth St. #1001
San Francisco, Calif. 94103
(415) 563-2180
Personnel: Richard Rector, president.
Description: Independent program producers.

Producer Services Group Inc.
100 Winchester St.
Brookline, Mass. 02146
(617) 277-7162
Personnel: Louis Rosen, president; Robert Odell, vice president.
Description: Produce feature films, entertainment specials, series, documentaries, short subjects, made for TV drama.

Pyramid Film and Video
P.O. Box 1048
Santa Monica, Calif. 90406
(213) 829-3252
Personnel: Jim Bachneack, cable manager.
Description: Producer of a variety of programming for cable television.

RKO Nederlander Production
1440 Broadway